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**BREEZE
THROUGH**



ASSEMBLY
(GRAPHIC DESIGN)
INDUSTRY INTERNSHIP REPORT

Report Submitted to
Department of Fashion Communication
National Institute of Fashion Technology

Submitted By
Rounit Arya
BD/21/1566
2021 - 25

Guided by
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Date: 07-08-2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Rounit Arya was associated with Dismantle Digital Pvt. Ltd. (Assembly) as a "Graphic Designer Intern " from 03-06-2024 to 02-08-2024. The duration of his internship was 2 months and his last working day was 02-08-2024.

During this tenure, he demonstrated commitment with a never-give-up attitude to learning new things. We wish him all the best in his future endeavors.

For Dismantle Digital Pvt. Ltd.

Authorized Signatory



Mohit Garg, Co-Founder
Dismantle Digital Pvt. Ltd.



Aditya Khanna, Co-Founder
Dismantle Digital Pvt. Ltd.

Address: Assembly Luggage, 3rd Floor, c/o Springhouse Co-working Plot # 1SP, Sector 27, 3rd Floor, Golf Course Road, Gurugram, Haryana 122009
Email: contactus@theassembly.in | Website: <https://assemblytravel.com>



CERTIFICATE OF AUTHORSHIP AND ORIGINALITY

I, Rounit Arya, son of Mr. Ram Arya, a bonafide graduating student with Roll No. BD/21/1566, of National Institute of Fashion Technology, Patna campus, hereby certify that the work in this Industry Internship Report with title Industry Internship Report of the duration of 9 weeks, from 3th June 2024 to 2nd August 2024, has neither previously been submitted for a degree / diploma nor has it been submitted as a part of requirements for a degree /diploma by self of anyone else, except as fully acknowledged within the text of this report.

I also certify that the report has been originally and completely authored by me under the guidance of my project guide allotted by the Industry. Any help that I have received in my design and the preparation of the same has been acknowledged.

In addition, I certify that all the creative and research works / intellectual content presented in this document are original and all informations data sources, textual, numerical and visual nature, other literature used are indicated and due credit has been given in the report.

Certified By:

Signature
Rounit Arya
BD/21/1566
2021-2025

Verified By:

Academic Mentor
Mrs. Puja Rani
Assistant Professor
Dept. of Fashion
Communication



THE JURY EVALUATION SHEET

The Evaluation Jury recommends **Rounit Arya**, Roll Number: BD/21/1566, for satisfactory completion of Industry Internship Project for 8 weeks from Assembly, New Delhi after evaluating his project designing for engagement and fulfilling the requirements set by the institute and the jury members.

Signature

Signature

Signature

Name

Name

Name

REMARKS

Academic Mentor

Academic Coordinator - Fashion Communication

PREFACE

This report summarizes my two-months internship experience, from June 3rd, 2024 to August 2nd, 2024, at Assembly.

During this Industry Internship, my main goal was to learn about how the industry operates. As an intern, I had the chance to work on different projects within a limited time. This report showcases a few of the projects I was involved in, during this period.

My main focus was on graphic design, and branding and advertising. I worked on projects for Webstore, Marketplaces and Social, including creating creatives and videos. I also worked on keeping the brand’s look consistent, designing social posts, making advertisements, and creating product display pages. This experience was really helpful as it gave me a new perspective and a better understanding of how the industry works.

In this report, I’ve tried to explain the projects in detail. My aim was to show the step-by-step process clearly. The following pages share not only the results of the internship projects but also what I’ve learned and gained from being a part of a professional work environment.

ACKNOWLEDGMENT

I would like to take this opportunity to express my heartfelt gratitude to the entire team at Assembly for granting me the privilege of participating in a transformative two-month internship. This experience has been pivotal in expanding my insights into the realm of graphic design and branding and advertising. The chance to engage with a spectrum of projects, each contributing to my learning journey, has been truly rewarding.

I am indebted to my mentor, Mrs. Puja Rani, whose unwavering guidance and patient mentorship have played a crucial role in shaping my understanding and skills. Her willingness to share knowledge and expertise has not only fostered my growth but also reaffirmed my passion for design.

Furthermore, I extend my appreciation to my fellow colleagues for their collaborative spirit. The exchange of ideas and shared enthusiasm for creativity have made each working day a source of inspiration.

I want to convey my heartfelt thanks to everyone who played a role in this enriching experience. Your collective efforts have imparted lasting lessons and indelible memories that will undoubtedly shape my professional journey ahead.

In closing, I am extremely grateful for the college administration’s support for this industry internship project.



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ABOUT NIFT

Set up in 1986, NIFT is the pioneering institute of fashion education in the country and has been in the vanguard of providing professional human resource to the textile and apparel industry. It was made a statutory institute in 2006 by an Act of the Indian Parliament with the President of India as ‘Visitor’ and has full fledged campuses all across the country. Over the years NIFT has also been working as a knowledge service provider to the Union and State governments in the area of design development and positioning of handlooms and handicrafts.

INDUSTRY EXPOSURE

The curriculum at NIFT attempts to give the student a rich repertoire of experience and understanding that will hopefully inculcate a desire and a capability for lifelong learning Industry engagement is envisaged as a learning process which, by providing exposure to the students in real life working environment as a part of an academic curriculum helps them to develop and enhance academic, personal and professional competencies coupled with a deeper understanding of the ethics and values that distinguish a good professional. A significant part of the engagement is based on regulated exposure of the students to the industry environment under the guidance of both academia and industry.



ASSEMBLY



img_12 Postcard Post

ASSEMBLY

Assembly (Dismantle Digital Pvt. Ltd.) is a Gurgaon-based luggage brand that sells premium luggage, backpacks, and travel accessories. The company was founded in 2019 by Aditya Khanna and Mohit Garg, and their design philosophy is to create products that improve the travel experience. Assembly bags are lightweight and aesthetic, and they feature consumer-friendly technical features like noise-reducing wheels, gliding zippers, and a stable trolley.



img_13 Family Shot

Assembly is a relatively new Indian luggage brand that has made waves with its stylish and functional designs. Launched in 2019, the brand quickly gained popularity for its innovative approach to luggage. Their products are characterized by a blend of aesthetics and practicality. Assembly's commitment to quality is evident in the use of premium materials and their focus on creating durable products. The brand has a diverse range catering to different travel needs, from hard-shell suitcases for frequent flyers to stylish backpacks for urban explorers.

Assembly's success lies in its ability to understand the evolving needs of modern travelers. By incorporating customer feedback, they have managed to create luggage that not only looks good but also enhances the overall travel experience. With a strong emphasis on design and functionality, Assembly has positioned itself as a promising player in the Indian luggage market.

During my internship as a Graphic Designer at Assembly (Dismantle Digital Pvt. Ltd.), I was in responsibility for designing, editing, and implementing creative assets for a variety of platforms, including the website, social media, newsletters, and WhatsApp. I worked on creating catalogues to effectively communicate products to customers, paying close attention to every detail to ensure an enhanced customer experience. I also took control of the Product Page, ensuring that the creative components were consistent across all platforms. In addition, I oversaw smaller projects in photography and film, which helped to create an organized visual representation of the brand.



img_14 Stark Pro- Marble Lifestyle

VISION

To be the leading innovator in luggage, redefining travel experiences through stylish, functional, and sustainable products. We aspire to empower individuals to explore the world with confidence and ease, carrying their essentials in iconic and durable companions.



ORGANIZATIONAL STRUCTURE



TEAM HIERARCHY

MARKETING AND COMMUNICATION TEAM

Marketing lead - Assign duties to other team members including a senior graphic designer, a communication designer, a content specialist, a multimedia designer, and interns. They also provide insights into how branding and marketing function.

Senior Graphic Designer - Review all of the creatives and provid feedback on how they may be improved.

Communication Designer- Develops visual content and messaging strategies to effectively deliver information and engage target audiences.

Content Specialist - Creates, curates, and manages high-quality content on digital platforms to engage target audiences and support brand messaging initiatives.

Multimedia Designer - Shoots and edits images and videos, creating engaging visual content for various platforms by blending photography, videography, and design skills.

Intern - Provide fresh new ideas and work on creative projects.

COMPETITORS

Nasher Miles is one of the most popular luggage brands in India for a complete range of suitcases, trolley bags, and backpacks. It deals in sturdy and fashionable luggage at competitive prices. So, very importantly, Nasher Miles targets all segments of consumers—from budget-sensitive travelers to mid-segment buyers.

Mokobara is yet another major brand in the Indian luggage sector. With a focus on light-weight luggage, it is fashionable, highlighting features that appeal to the young generation and those who are fashion-conscious. Available in different colors and patterns, variety gives them a reasonable chance with style-oriented travelers.

Whereas others, like Nasher Miles and Mokobara, cater to niches, style, functionality, and innovation all come together at Assembly Luggage. On many occasions, Assembly products use single features that are seamlessly integrated to provide intelligent luggage options or specialized compartments for hassle-free travel. It is in this regard that Assembly stands out from the rest: with such emphasis on design and user experience, it becomes very easy for the modern traveler who wants both form and function.



ASSEMBLY LINEUP



img. 1.5 StarkPro- Grey

STARK



img. 1.6 Rover Pro- Wine

ROVER



img. 1.7 Stark- Camo Peach

PRINTED



img. 1.8 StarkPro- Grey/White

TWO-TONE



img. 1.9 Odyssey- Sand

ODYSSEY



img. 1.10 MetroMod Jetson- Beige

METRO MOD



img. 1.11 Float Backpack- Slate

FLOAT

PROJECTS

PREMIUM A+

01

HIGH AOV PDPS

02

SOCIAL MEDIA

03

MISCELLANEOUS

04



PREMIUM A+
PROJECT 01

APPROACH

Project Brief

Problem Statement

Design Process

Final Designs

Impact

Learning

Limitations

Key Takeaways

Conclusion

Project Brief

Develop an interesting product listing for Assembly Odyssey and Overnighter to attract buyers in the Assembly Travel marketplace. Highlight the project's unique features, benefits, and target audience. Showcase strong problem-solving skills and innovative solutions; also, optimize listings for search visibility and conversions. Craft compelling copy and visuals to drive engagement and conversions, while ensuring consistent branding and product imagery.

Problem Statement

A persuasive product listing is crafted for Assembly Odyssey and Overnighter in the Assembly Travel marketplace. The unique value of the product is clearly highlighted, attracting the desired customers and increasing sales while adhering to the platform's rules and recommended strategies.

Research

The journey began with an in-depth understanding of brand tonality and what users appreciate about the brand. This insight guided the creation of a user-friendly design that enhances the user experience. The original look of A+ was not completely overhauled; instead, its original style was preserved and elevated with a modern and elegant twist, resulting in a polished and refined aesthetic.



img. 3.1 Mood Board

Brainstorming

A brainstorming session was conducted to generate ideas and ensure a consistent visual direction. Through this process, the most suitable path was identified, informed choices were made, and potential drawbacks were addressed.



Keywords: graphic uniformity, innovative ideas, refined aesthetics, a user-centric approach, and simplified direction.

Ideations

The major goal was to create a clean, contemporary, and captivating A+. The mood boards below depict the A+ design concepts for Odyssey and Overnighter.

During the concept phase, we experimented with several color palettes, styles, design components, fonts, and lifestyle and catalog pictures.

Strategically arranged design elements within the layout to achieve visual balance and engagement. Emphasized a clear visual hierarchy that guided viewers' attention toward the key messages and visuals. Ensured that the overall composition was aesthetically pleasing and encouraged a seamless flow of information.

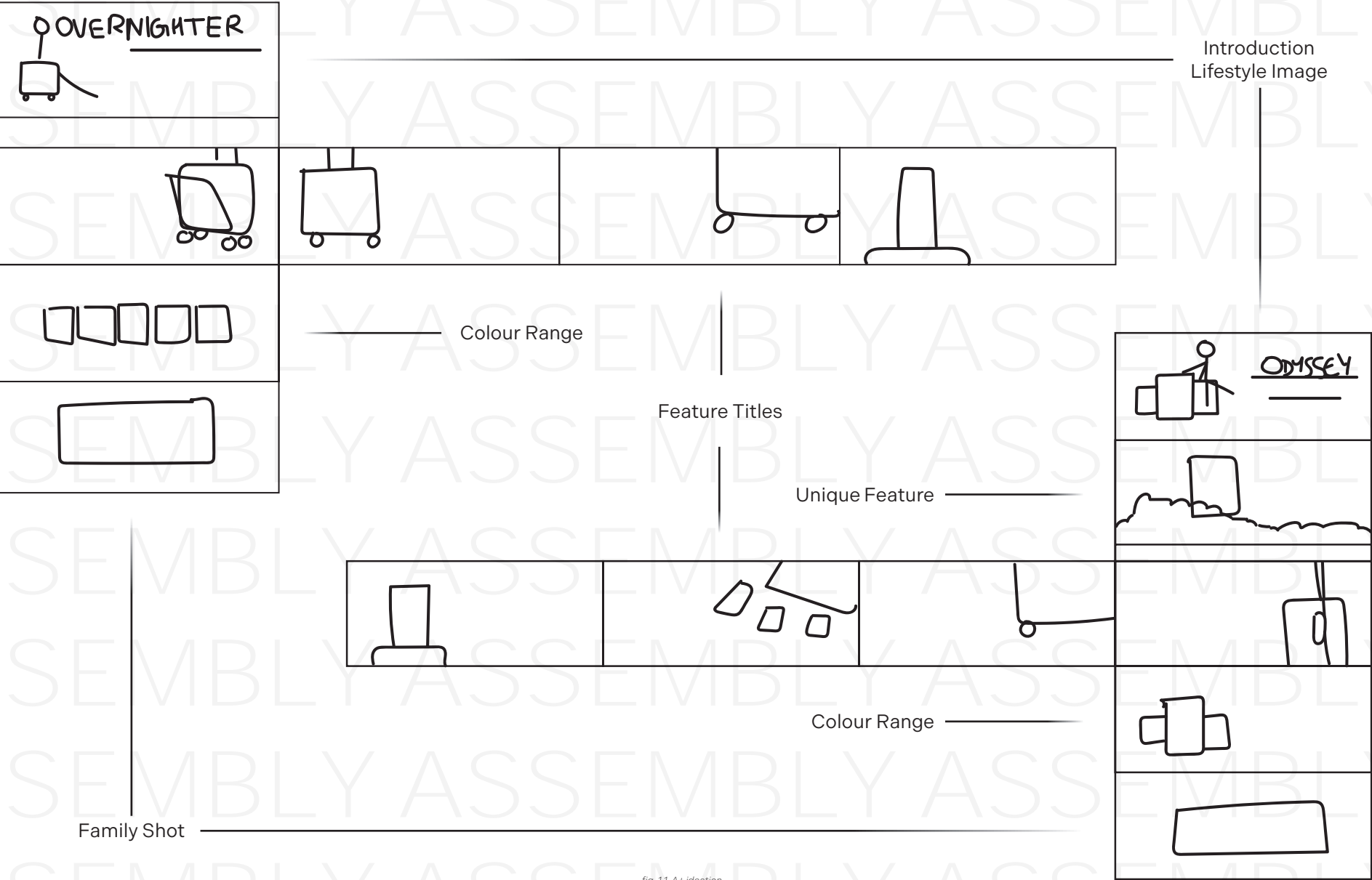


fig. 1.1 A+ ideation

Colours

The final Odyssey A+ incorporates the colors beige and brown. Odyssey Sand (Beige) is the highest selling product in the Odyssey lineup. The color beige embodies the subtle warmth and sophistication often associated with timeless elegance, while brown harmonizes to maintain an overall balanced aesthetic. The main color theme centers on beige. Each color symbolizes specific brand values in alignment with the design.

The final Overnighter A+ comprises the colors - Gray and Black. Overnighter marbel being the highest selling product in the Stark Overnighter lineup also represents wisdom and experience through the color Gray. And black symbolism as elegance, wealth, restraint, and power.





Typography

The project's typeface is **Indivisible**. It has outstanding readability and legibility, making it suitable for our project. Additionally, it is the font for the brand.

Primary Typeface	Primary Typeface Italics
IndivisibleThin	<i>IndivisibleThin</i>
Indivisible Light	<i>Indivisible Light</i>
Indivisible Regular	<i>Indivisible Regular</i>
Indivisible Medium	<i>Indivisible Medium</i>
Indivisible Semibold	<i>Indivisible Semibold</i>
Indivisible Bold	<i>Indivisible Bold</i>
Indivisible Black	<i>Indivisible Black</i>

Final Designs

The Dimension for A+ 1464x600 for Desktop view, Software Used - Photoshop, Image Resolution - 300 DPI.
The Dimension for A+ 600x450 for Mobile view, Software Used - Photoshop, Image Resolution - 300 DPI.



Introduction- Lifestyle



fig. 1.2 Odyssey Premium A+

U.S.P.



Let's Keep Travel Simple

Crafted with an ultra-light yet unbreakable polycarbonate shell.

Durability



More Travel, No Noise

Effortlessly smooth super-silent 360° Wheels.

Silent Wheels

fig. 1.2 Odyssey Premium A+



Stay Secured

With Keyless TSA-approved lock, your personal items stay yours, and yours only.

T.S.A. Lock



Pack More In

3 Complimentary packing cubes.

Packing Cubes

fig. 1.2 Odyssey Premium A+



Colours



fig. 1.2 Odyssey Premium A+

Family Shot



fig. 1.3 Odyssey Premium A++ Mobile Version





OVERNIGHTER

Designed for easy handling and space when travelling for work.

Introduction- Lifestyle



Easy Access Compartment

For quick access to your laptop up to 15.6" and other essentials. Handy at airport security checks.

Laptop Compartment

fig. 1.4 Overnighter Premium A+



Unbreakable Craftsmanship

Crafted with a German polycarbonate shell.

Durability



More Travel No Noise

360° super-silent wheels for smooth transits.

Silent Wheels

fig. 1.4 Overnighter Premium A+



Effortless Handling

Sturdy multi-stop trolley for manoeuvrability at any location.



Available in 6 Colours

fig. 1.4 Overnighter Premium A+

Colours

Easy Handling



ASSEMBLY

Explore Assembly's thoughtfully crafted hard luggage made for endless travel stories.

fig. 1.4 Overnighter Premium A+

Family Shot



fig.15 Overnighter Premium A++ Mobile Version

Mobile Version

Final Layout

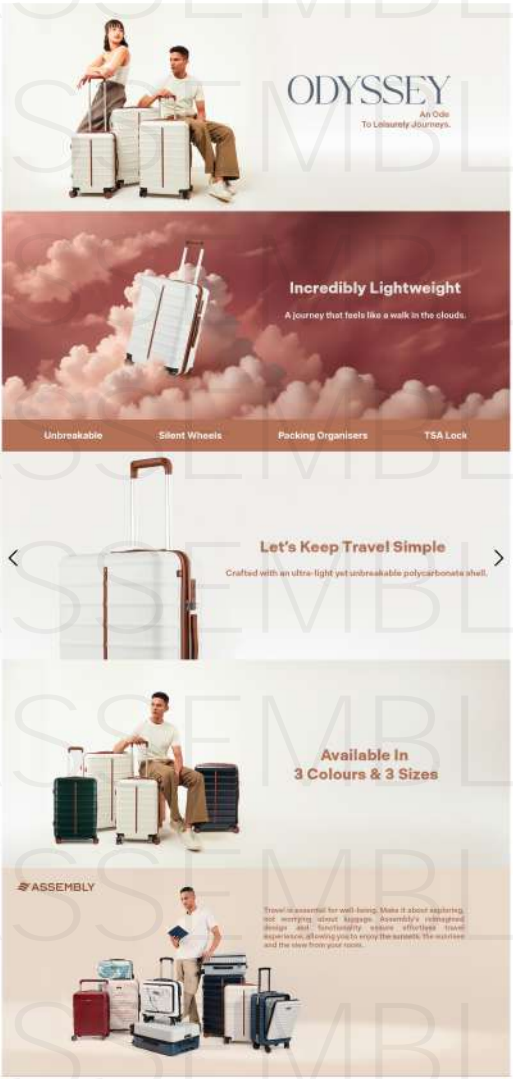


fig. 1.6 Odyssey Premium A+ Layout

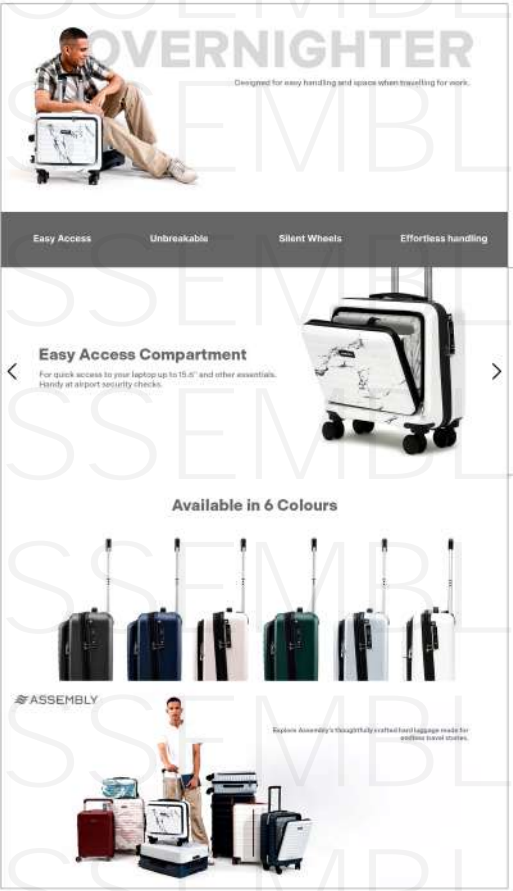


fig. 1.7 Overnighter Premium A+ Layout



Impact

The metrics indicate a noticeable impact from the work. Until June 25th, Odyssey's daily order amount averaged 15k, but it increased to 19k thereafter. For Overnights, the daily order amount average was around 20-22k by July 5th, rising to an average of 26-28k afterward.

Additionally, customers explored Assembly's other products and spent more time on the Amazon store, reflecting the company's success. Users also expressed greater satisfaction and engagement with A+'s new appearance.

Live On Amazon.in

Learning		Limitations	
This study revealed important lessons in branding and advertising. It emphasized the significance of conducting research in understanding the target audience, which serves as the foundation for effective, audience-centered campaigns. The understanding of flexible tactics has emerged as a critical ability for delivering consistent brand messaging across multiple mediums. Consistency in brand elements, from visual design to message, was crucial for establishing a unified brand presence. Metrics demonstrated the impact of strategic actions, highlighting their importance in increasing audience engagement. The project's real-world application demonstrated the value of intelligent branding that aligns with a brand's goal. Finally, this trip captured key parts of audience-focused, impactful branding and advertising tactics.		The absence of high-quality lifestyle images for the Odyssey and Overnighter products significantly hindered the ability to effectively convey their value proposition. Without these images, showcasing the products in real-life scenarios was restricted, making it challenging to highlight their benefits and appeal to the target audience. This lack of imagery also rendered the listing less engaging and professional. Lifestyle images are crucial for demonstrating product features and benefits in a practical context. Without them, communicating the products' functionality and unique selling points was much harder. To prevent this issue in future projects, the creation of high-quality lifestyle imagery was prioritized early in the product development process.	

Key Takeaways

The project provided an intensive learning experience, demonstrating how layouts are created to work seamlessly on the web. A solid understanding of preserving design consistency across multiple aspects and platforms was developed.

Conclusion

The project’s success in enhancing customers’ experience with the products underscored the value of strategic visual communication. By addressing the initial challenge, the designed materials served as effective tools to not only bridge information gaps but also enhance the overall customer experience at Assembly.

HIGH AOV PDPs
PROJECT 02

APPROACH

Project Brief	Problem Statement
Design Process	Final Designs
Impact	Learning
Limitations	Key Takeaways
Conclusion	

Project Brief

Create compelling product image designs for three high AOV combos featuring Assembly Metro Mod(Jetson, Verve, Techkit). Images should accurately represent product attributes, highlight benefits, and encourage purchases. Optimize image sizes and formats for webstore display. Ensure visual consistency with brand guidelines.

Problem Statement

The value proposition of Assembly Metro Mod combo products is effectively visualized and communicated through high-quality product images. This approach drives conversions and enhances the overall customer shopping experience on the webstore.

Research

Understanding the Metro Mod Collection and identifying what people find appealing about it was the first step in the journey. This understanding helped in pinpointing the aspects of the products that attract customers. Every PDP on the webstore was reviewed during the research process. The design effort did not completely alter the PDP's previous appearance but resulted in a polished and refined aesthetic by elevating the original style with a modern and beautiful touch.



img. 4.1 Mood Board

Brainstorming

A brainstorming phase was engaged in, focused on generating creative and impactful ideas for PDP designs. Concepts that would immediately capture attention through innovative ideas and visual messaging were prioritized, effectively showcasing the products at very reasonable prices. Customer engagement and conceptual exploration were key elements in ensuring effective communication.



Keywords: Creative Concepts, Visual Messaging, Effective Communication, Customer Engagement, Conceptual Exploration

Ideations

Initial ideas were converted into basic sketches and graphic illustrations. A variety of sketches were created to analyze different layouts, picture selections, and messaging structures, assessing how each concept communicated visually with the target audience.

By carefully placing design components within the layout, visual interest and balance were produced. A distinct visual hierarchy was emphasized to guide consumers' focus on the main ideas and images, ensuring that the overall composition was visually appealing and promoted a fluid flow of information.

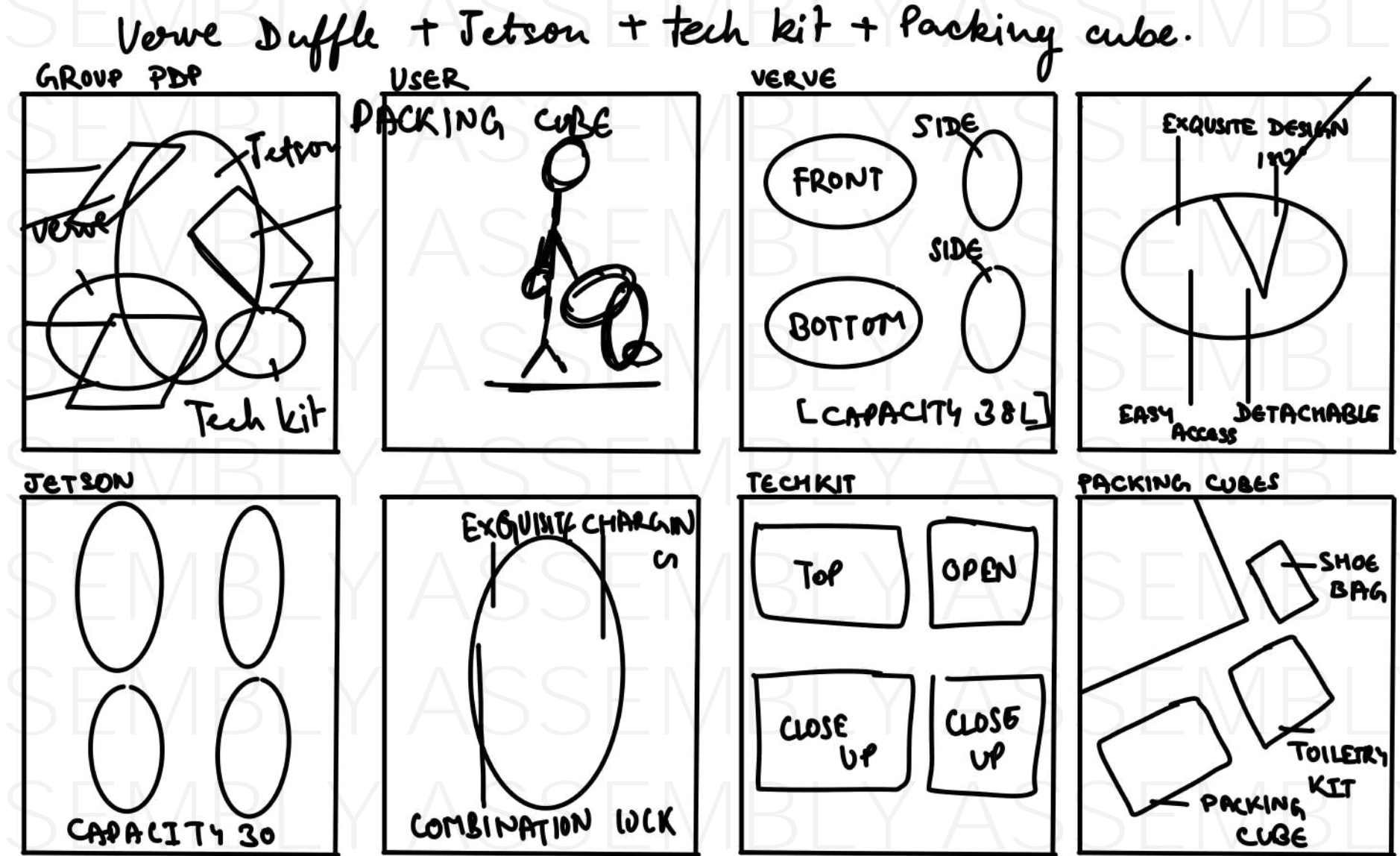


fig. 2.1 PDPs Ideation

Colours

Drawing inspiration from the Collection’s vibrant personality, a palette was embraced that harmoniously blends warmth, calm, and sophistication, with each combination telling a unique story.

For the first product, a calming combination of beige and tan evokes a sense of natural elegance, symbolizing simplicity and grounding.

The second product introduces blue and tan, representing balance and reliability, respectively.

The third product features green and black, a bold contrast that signifies growth and timeless strength.

Lastly, the rust and black combination adds depth, with rust bringing warmth and passion, while black offers a sleek, enduring foundation.

Each color pairing was thoughtfully integrated into the design, reflecting the essence of the brand.

#EBC696
CMYK: 0, 16, 36, 8
RGB: 235, 198, 150



#244970
CMYK: 68, 35, 0, 56
RGB: 36, 73, 112



#B6562C
CMYK: 0, 53, 76, 29
RGB: 182, 86, 44



#274D09
CMYK: 29, 67, 64, 13
RGB: 39, 77, 9



#8F411A
CMYK: 0, 55, 82, 44
RGB: 163, 65, 26



#343434
CMYK: 0, 0, 0, 90
RGB: 52, 52, 52



Typography	
The project uses the Montserrat typeface, known for its excellent readability and legibility, making it an ideal choice for our needs. Moreover, Montserrat is one of the official fonts of the brand, ensuring consistency across our design.	
Primary Typeface	Primary Typeface Italics
Montserrat Thin	<i>Montserrat Thin</i>
Montserrat ExtraLight	<i>Montserrat ExtraLight</i>
Montserrat Light	<i>Montserrat Light</i>
Montserrat Regular	<i>Montserrat Regular</i>
Montserrat Medium	<i>Montserrat Medium</i>
Montserrat Semibold	<i>Montserrat Semibold</i>
Montserrat Bold	<i>Montserrat Bold</i>
Montserrat ExtraBold	<i>Montserrat ExtraBold</i>
Montserrat Black	<i>Montserrat Black</i>

The project uses the Montserrat typeface, known for its excellent readability and legibility, making it an ideal choice for our needs. Moreover, Montserrat is one of the official fonts of the brand, ensuring consistency across our design.

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Montserrat Regular	<i>Montserrat Regular</i>
Montserrat Medium	<i>Montserrat Medium</i>
Montserrat Semibold	<i>Montserrat Semibold</i>
Montserrat Bold	<i>Montserrat Bold</i>
Montserrat ExtraBold	<i>Montserrat ExtraBold</i>
Montserrat Black	<i>Montserrat Black</i>

Final Designs

The Dimension for A+ 1464x600 for Desktop view, Software Used - Photoshop, Image Resolution - 300 DPI.
We create PDPs for the marketplaces of dimension ratio 3000x3000. And, resize it to 1100x600 for the webstore.

Seamless Combo



Capacity **38L**



fig. 2.2 Seamless Combo- Blue

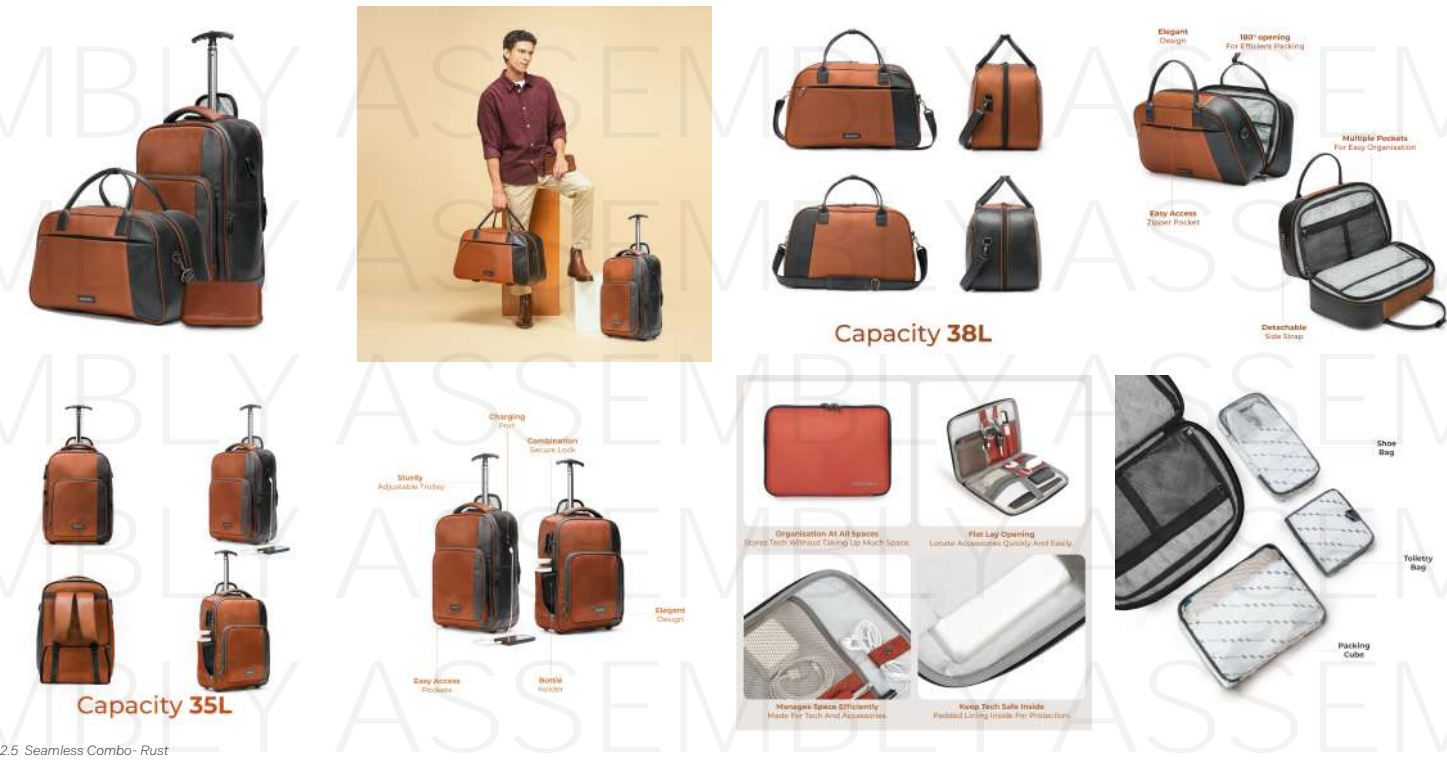


fig. 2.2 Seamless Combo - Blue



fig. 2.3 Seamless Combo - Beige





Following a positive response to Seamless Combo and user feedback, the combo expanded into two more combos: City Explorer Combo and Backpackers Combo.

City Explorer Combo



Capacity **38L**



fig. 2.6 City Explorer Combo- Blue



Capacity **38L**



fig. 2.7 City Explorer Combo- Beige



Capacity **38L**



Elegant Design

180° Opening For Efficient Packing



Easy Access Zipper Pocket

Multiple Pockets For Easy Organisation

Detachable Side Strap



Organisation At All Spaces Stores Tech Without Taking Up Much Space.

Flat Lay Opening Locate Accessories Quickly And Easily.



Manages Space Efficiently Made For Tech And Accessories.

Keep Tech Safe Inside Padded Lining Inside For Protection.



Shoe Bag

Toiletory Bag

Packing Cube



Capacity **38L**



Elegant Design

180° opening For Efficient Packing



Easy Access Zipper Pocket

Multiple Pockets For Easy Organisation

Detachable Side Strap



Organisation At All Spaces Stores Tech Without Taking Up Much Space.

Flat Lay Opening Locate Accessories Quickly And Easily.



Manages Space Efficiently Made For Tech And Accessories.

Keep Tech Safe Inside Padded Lining Inside For Protection.



Shoe Bag

Toiletory Bag

Packing Cube

fig. 2.8 City Explorer Combo- Green

fig. 2.9 City Explorer Combo- Rust

Backpackers Combo



fig. 2.10 Backpackers Combo- Blue



fig. 2.11 Backpackers Combo- Beige





Capacity **30L**

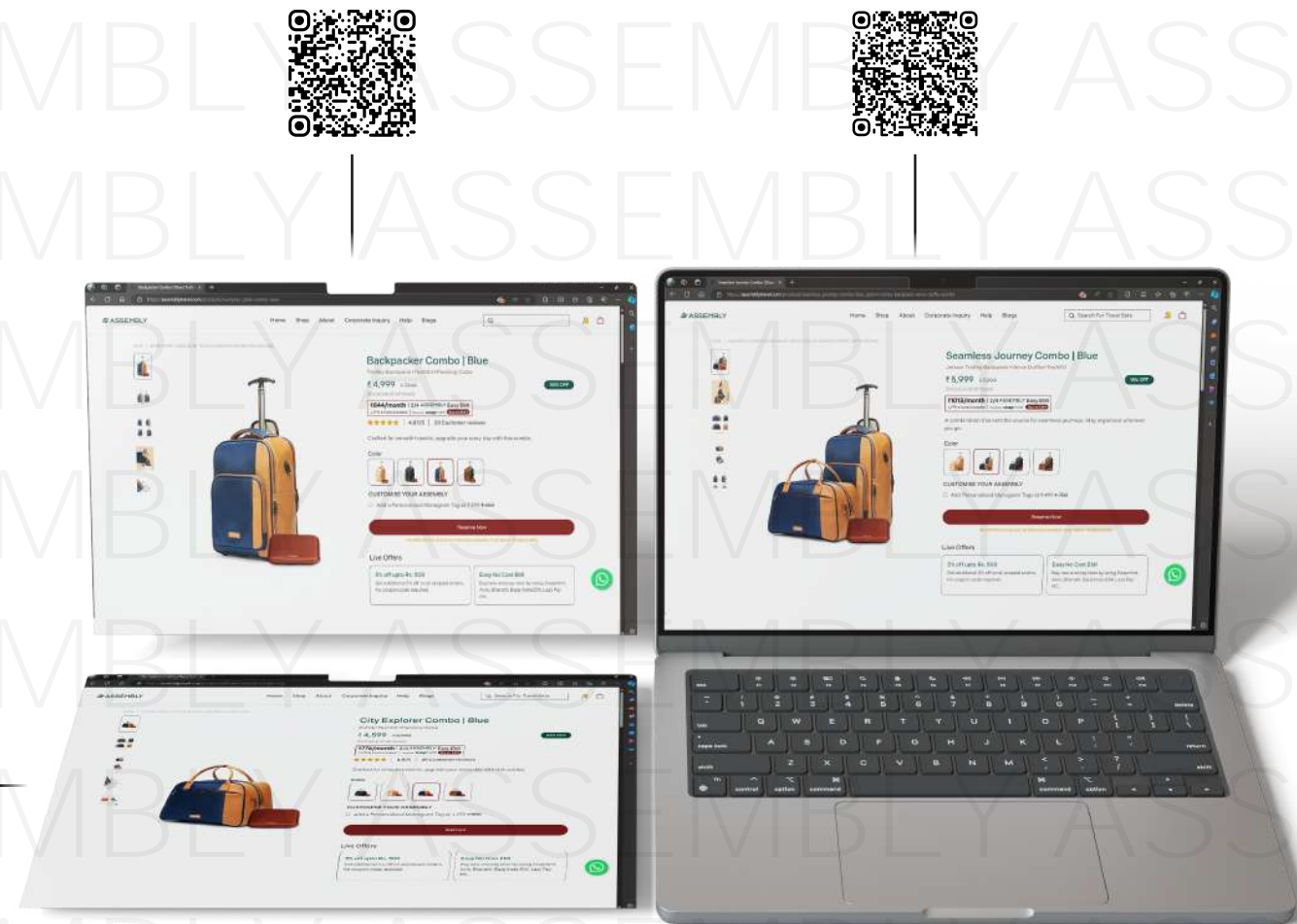


Capacity **30L**



fig. 2.12 Backpackers Combo- Green

fig. 2.13 Backpackers Combo- Rust



Live On Webstore

Impact

The Jetson + TechKit (backpackers combo) was one of the most popular combos, generating a total revenue of ₹79,454. The Verve + TechKit (City Explorer combo) had produced ₹10,052 in revenue. The Jetson + TechKit + Verve (Seamless Combo) brought in ₹5,462. Overall, all three combos, produced a cumulative revenue of ₹94,968.

Beyond these sales figures, the success of these combos is further reflected in consumer behavior. People explored Assembly's 3 combos and spent considerable time on the web store, indicating strong interest and engagement with the brand. Users expressed greater happiness and satisfaction with the combos, demonstrating that the product offerings not only generated revenue but also enhanced overall customer experience and loyalty.

Learning		Limitations	
This study emphasized the value of research in identifying the target market and establishing the groundwork for successful, audience-driven marketing. The capacity to create adaptable strategies that preserve consistent brand messaging across several media was a crucial lesson learned. Having consistency in all aspects of the brand, from messaging to visual design, was essential to developing a unified brand identity. Notably, the study demonstrated how knowing customer preferences may generate profitability by merging popular products into a single combo, capturing crucial components of market-focused, successful branding and advertising tactics.		During the Metro Mod collection catalog shoots, each shoot was conducted on different days, leading to variations in color across the images due to changing lighting conditions and other factors. Consequently, the consistency of color representation in the final catalog was compromised. To address this, manual color correction was performed for each shoot to ensure consistency in the final product.	
		Additionally, the agency edited only a limited number of catalog shoots. As a result, some specific angles needed for the Product Display Pages (PDPs) were left in the raw folder. This required starting from scratch, manually editing and preparing those images to meet the necessary standards.	

Key Takeaways

This project provided an in-depth learning opportunity, demonstrating how to create layouts that function flawlessly on a webstore. A thorough understanding of maintaining design consistency throughout the webstore was gained.

Conclusion

The project's accomplishment in improving the way customers interacted with the products demonstrated the importance of carefully planned visual communication. The produced materials effectively addressed information gaps and improved the overall customer experience at Assembly by tackling the initial difficulty.

SOCIAL MEDIA
PROJECT 03

APPROACH

Project Brief	Problem Statement
Design Process	Final Designs
Impact	Learning
Limitations	Key Takeaways
Conclusion	

Project Brief

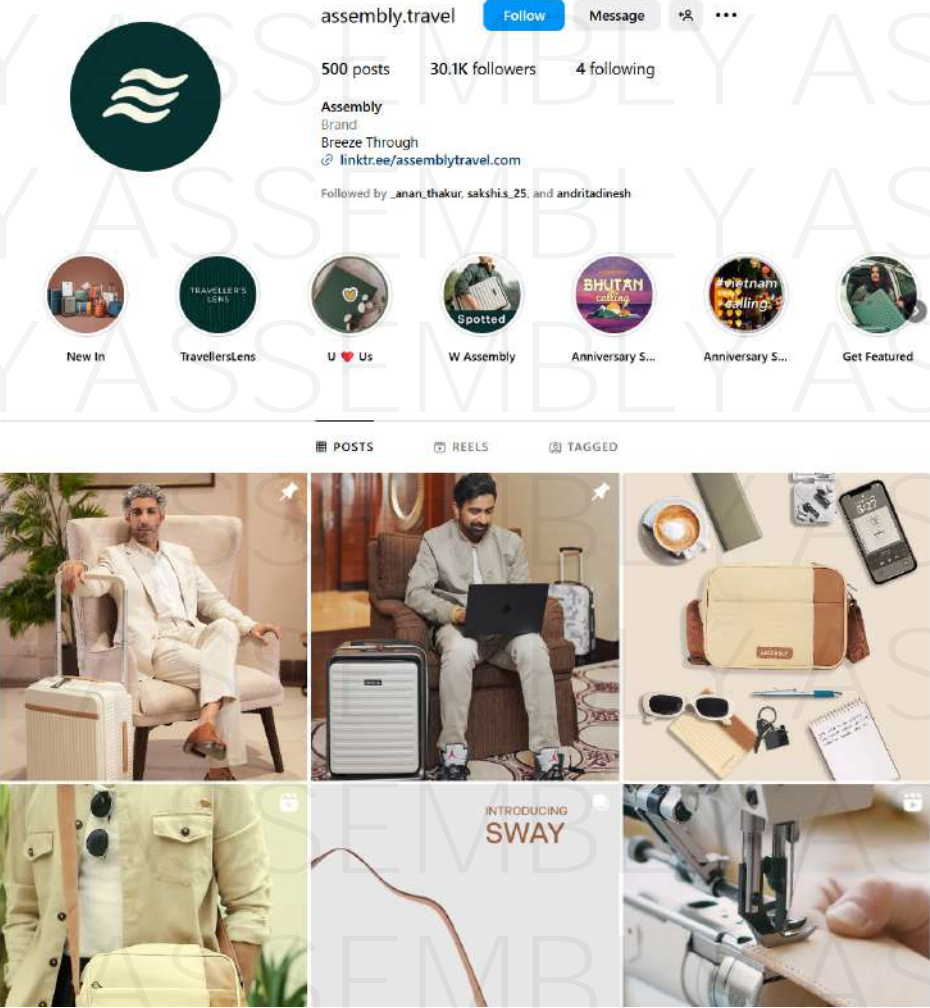
Develop engaging social media posts and Reels showcasing Assembly’s product lineup. Highlight key product features, benefits, and brand aesthetics. Optimize content for target audience and platform guidelines. Ensure visual consistency with brand identity. Drive audience engagement and brand awareness through compelling storytelling and visuals.

Problem Statement

Compelling social media content was created to effectively showcase Assembly’s product lineup, capture audience attention, drive engagement, and ultimately increase brand awareness and product desirability.

Research

The process began by understanding what makes the collection appealing to the audience, particularly on social media. This insight helped identify the key elements that engage followers. Detailed research was conducted to review every aspect of the products and pinpoint what resonates most within the social media landscape. Rather than completely overhauling the original look, it was refined by adding a modern and beautiful touch. This approach resulted in a polished and sophisticated aesthetic that enhances the original style, perfectly aligning with the brand's social media presence.



Img. 5.1 Mood Board

Brainstorming

A brainstorming session was conducted, focused on developing innovative and impactful social media ideas. The primary goal was to create concepts that immediately grab attention through creative visuals and messaging, effectively promoting products to enhance brand reach and growth. Customer engagement and idea exploration were crucial for achieving successful communication.



Ideations

Initial ideas were converted into basic sketches and graphic illustrations tailored to the Stark Travel Everywhere concept. This approach focused on creating bold and captivating visuals that showcased the essence of travel in a striking and memorable way.

To enhance the visual experience, cut-out effects were utilized, layering images over one another. This technique created dynamic compositions that showcased multiple destinations or travel experiences within a single frame, reinforcing the idea of “travel everywhere.”

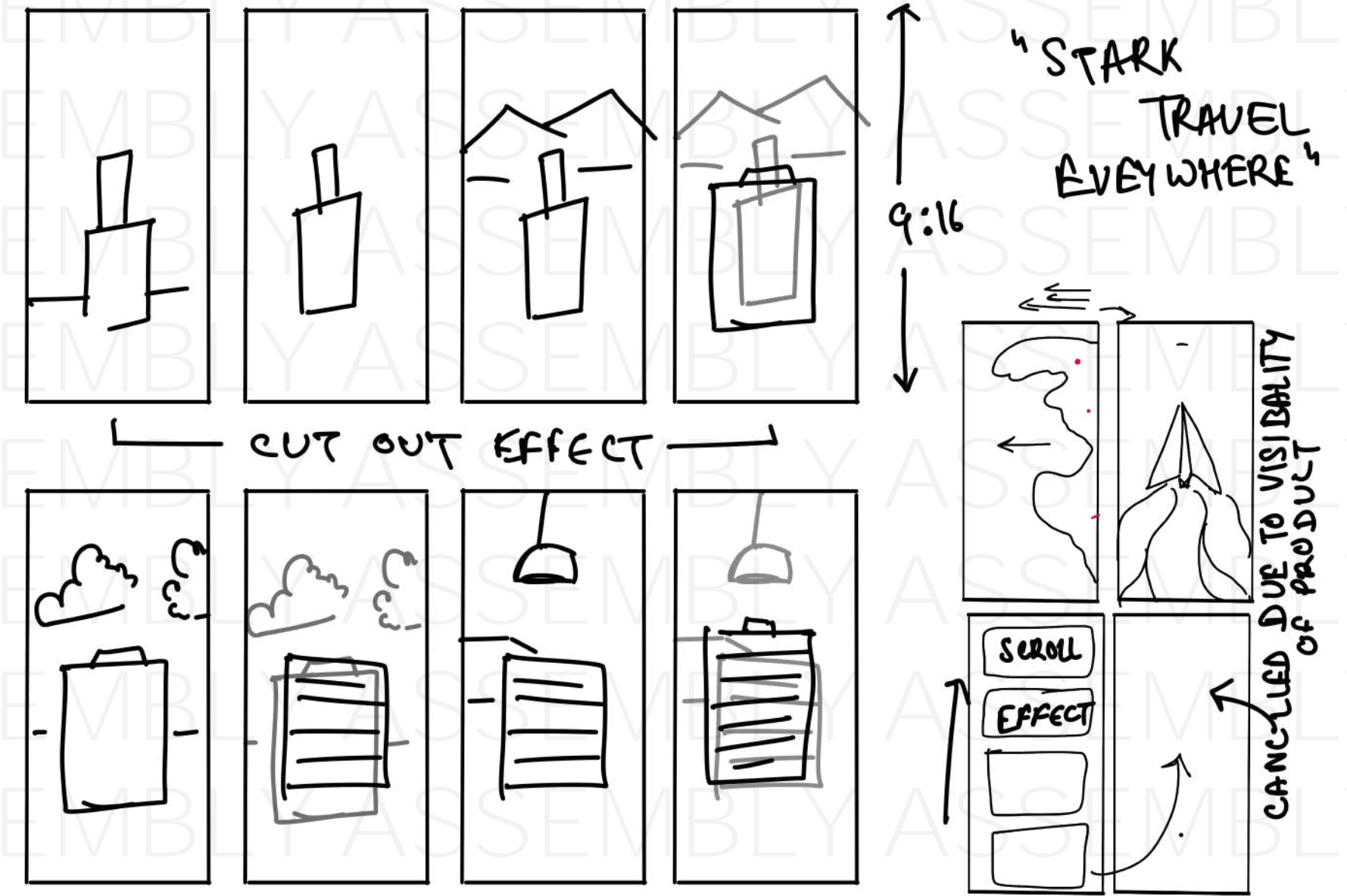


fig. 3.1 Stark Video Ideation

Colours

Inspired by the collection’s vibrant personality, backgrounds were chosen to seamlessly combine warmth, calm, and sophistication. The colors of the products used were green, blue, ivory, grey, and silver. Each background was thoughtfully integrated into the design, reflecting and complementing both the product and the brand.

Green tones were paired with earthy backgrounds, creating a serene and refreshing atmosphere that evoked the essence of nature. Blue hues were set against soft, airy backgrounds that enhanced their calming effect, adding depth and tranquility. Ivory shades were matched with clean, minimalist backgrounds, emphasizing elegance and purity. Grey elements were complemented by modern, sleek backgrounds that highlighted their versatility and understated sophistication. Finally, silver accents were reflected in shimmering, luxurious backgrounds, amplifying their contemporary and polished appeal.

Each color and background combination was carefully curated to ensure a harmonious balance, showcasing the product’s unique characteristics while reinforcing the brand’s identity.

#676B72



#DACFD4



#C9D0D9



#3C4558

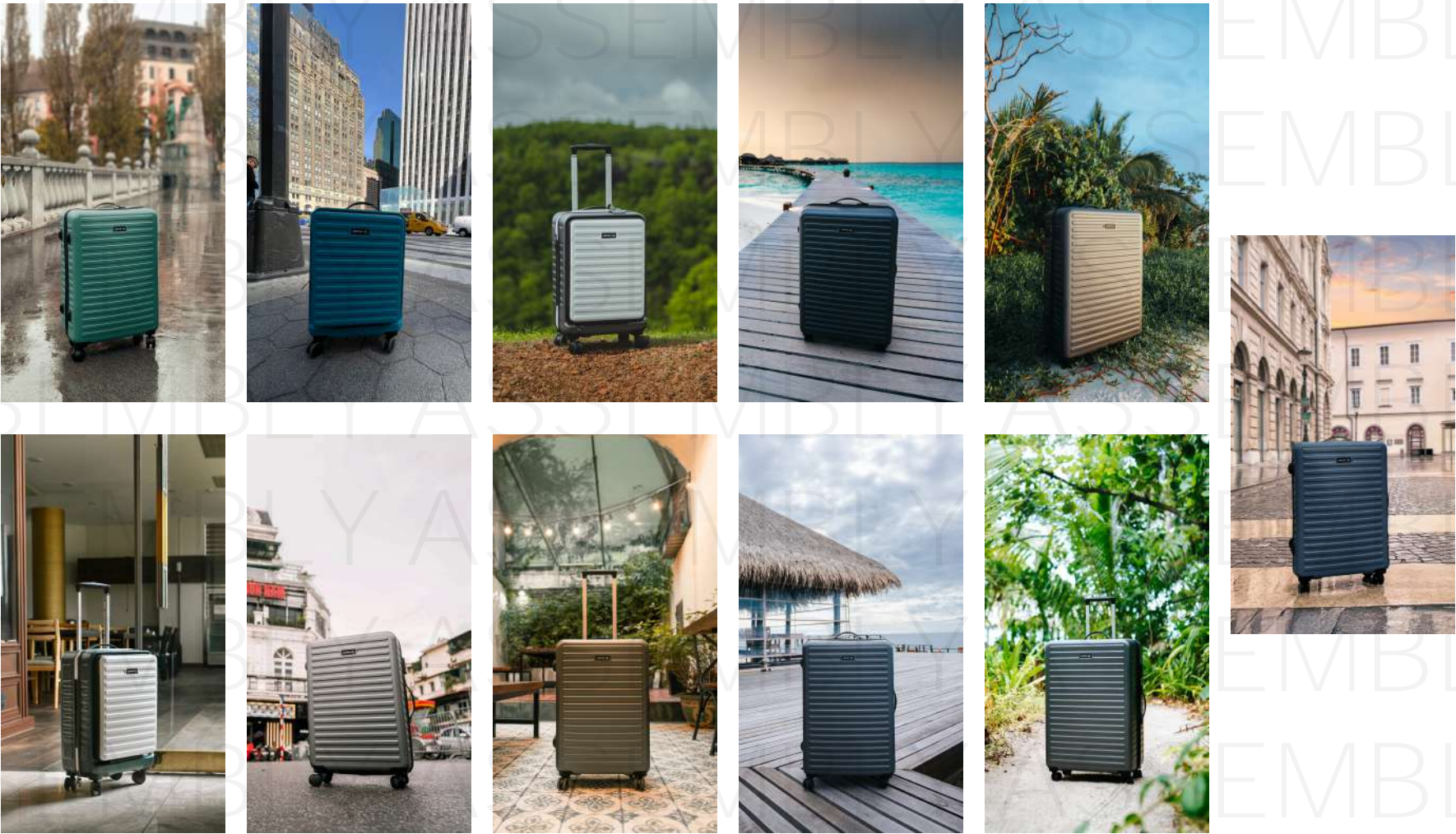


#3C5759



Final Designs

The Sequence Settings for the Stark reel was resolution: 1080x1920 (9:16), Software Used - Premiere Pro, Timebase: 30FPS, exported in format: H.264.



img. 5.3 Stark Video Frames

Each luggage was isolated and converted to a transparent PNG before being layered with the shot to get the seamless cutout effect.



Impact

The Instagram Reel created significantly outperformed the second one in terms of reach and engagement. It reached 187,587 accounts, far exceeding the 5,404 accounts reached by the second Reel. This broader reach is evident in the number of plays, with the Reel receiving 203,557 plays compared to just 5,119 plays for the second one. Additionally, the initial plays for the Reel were much higher at 186,201, compared to 4,226 initial plays for the second Reel. In terms of replays, the Reel also led with 17,356 replays, while the other had 893. This indicates that the Reel not only attracted a larger audience but also engaged viewers more effectively, resulting in more repeated views and interactions.

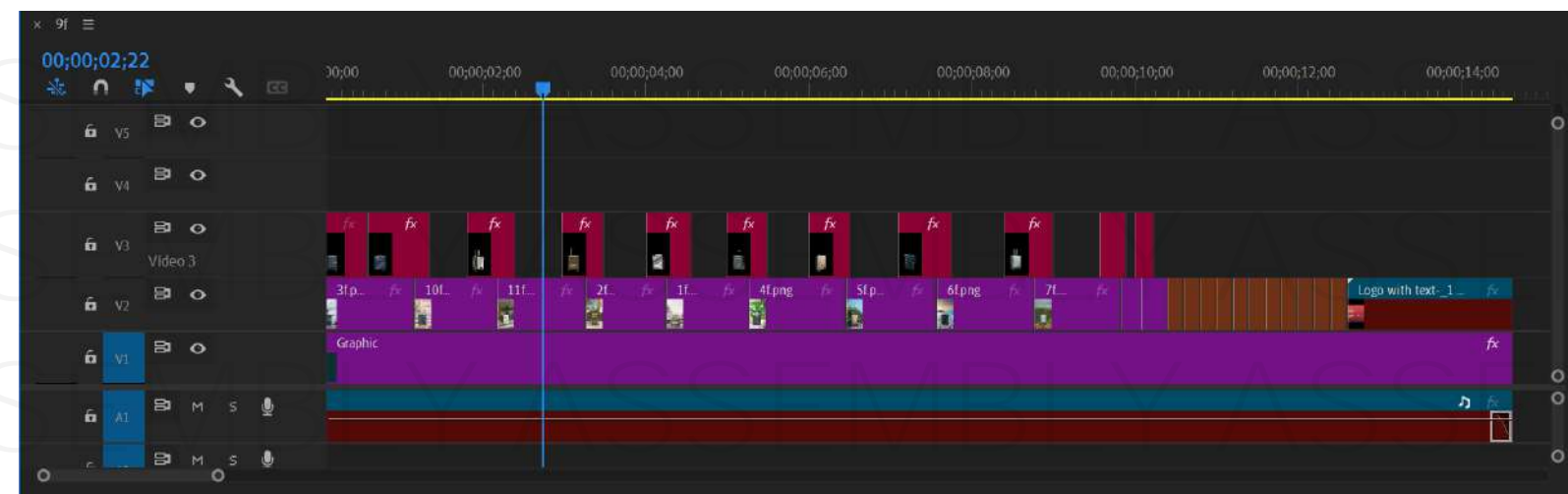
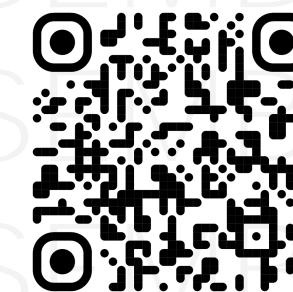


fig. 3.2 Stark Video Timeline

Ideations

A reel was created to announce that Assembly would be showcased at the Gift World Expo. Inspired by the traditional Checkers board game, the reel utilized familiar patterns and the distinct sound of moving checkers to captivate viewers. It began with a quick motion resembling checkers moving across the board. The rhythmic sound effects were deliberately designed to draw interest and create a sense of excitement. This strategy not only highlighted Assembly’s presence at the Expo but also showcased the brand’s varied products in an engaging and memorable manner, with the goal of attracting a larger audience.

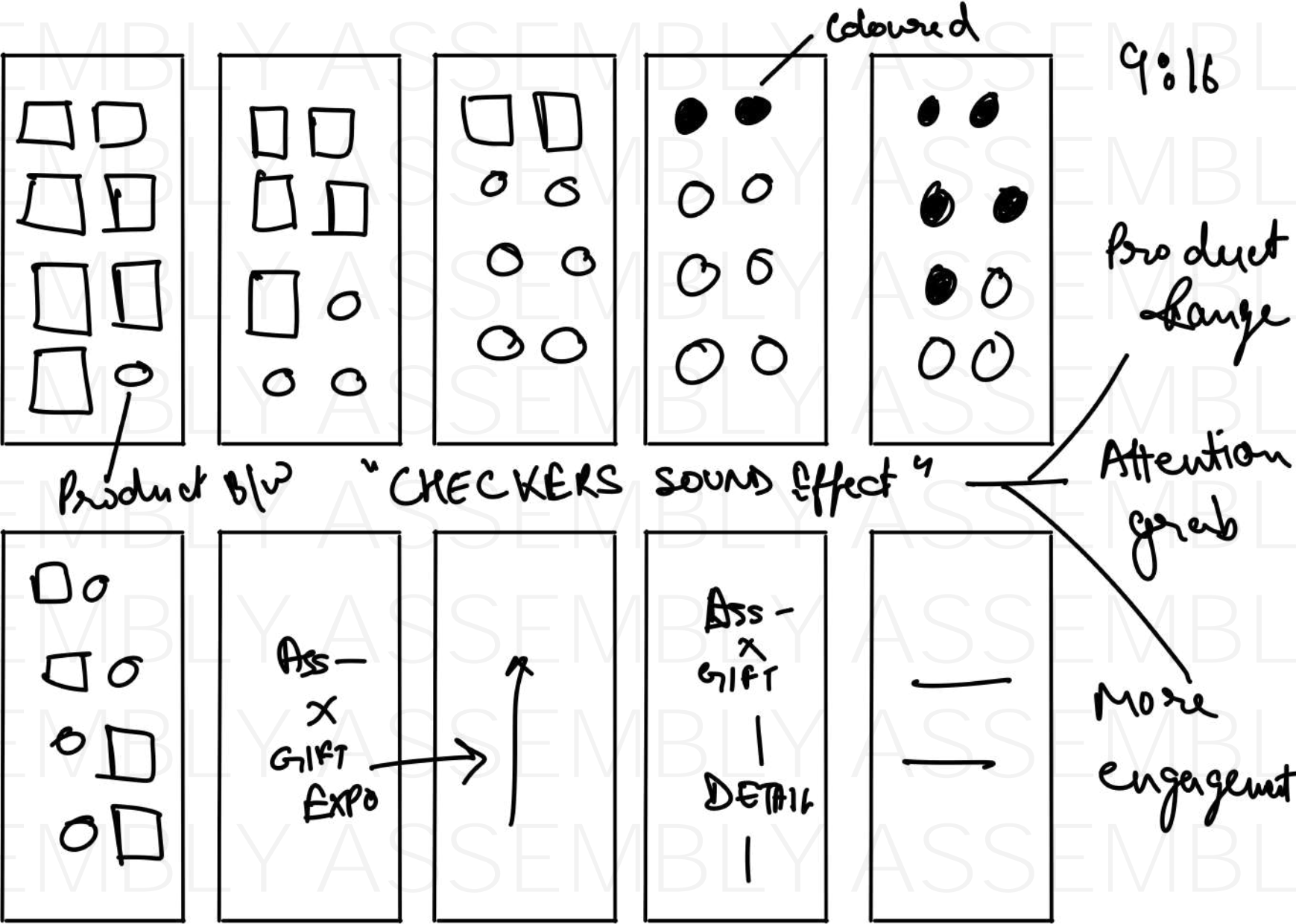
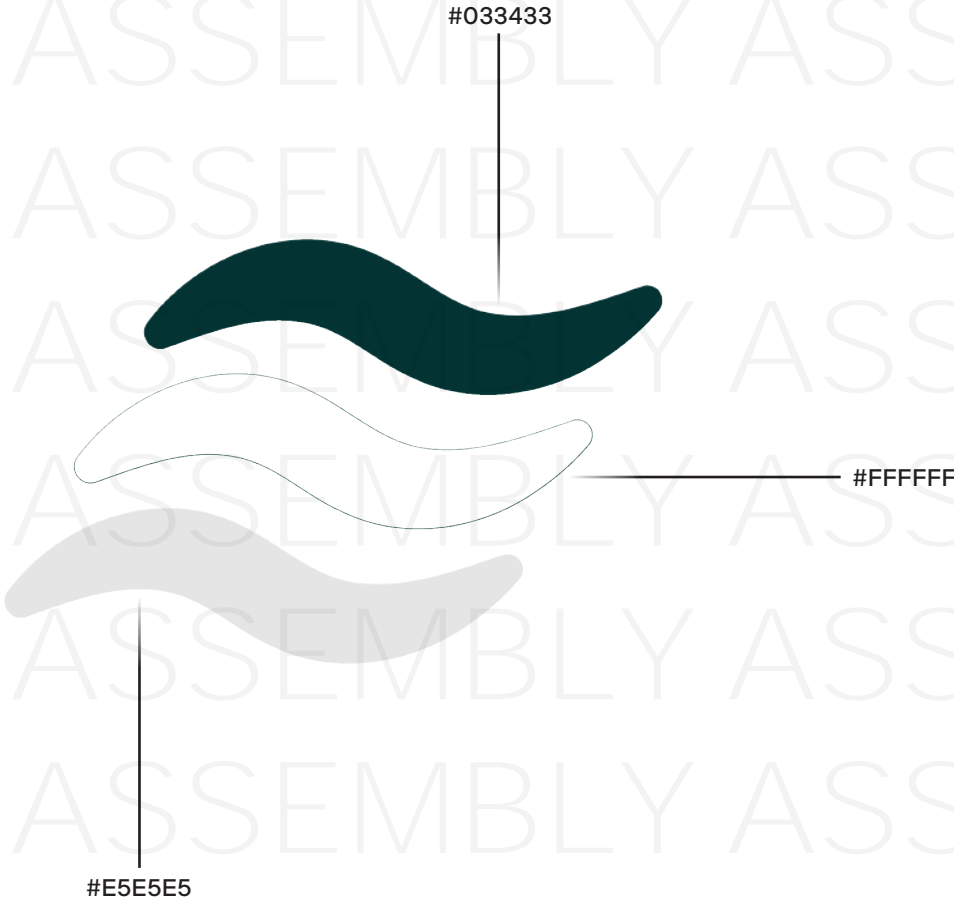


fig. 3.3 Announcement Video Ideation

Colours

Colors used were - green, cool gray, and white. Green provides a vibrant touch, cool gray adds a modern and sophisticated feel, and white ensures clarity and simplicity. These colors were chosen to reflect the brand’s identity and maintain a cohesive visual theme.



Final Designs

The Sequence Settings for the Announcement reel was resolution: 1080x1920 (9:16), Software Used - Photoshop, Premiere Pro, Timebase: 30FPS, exported in format: H.264.

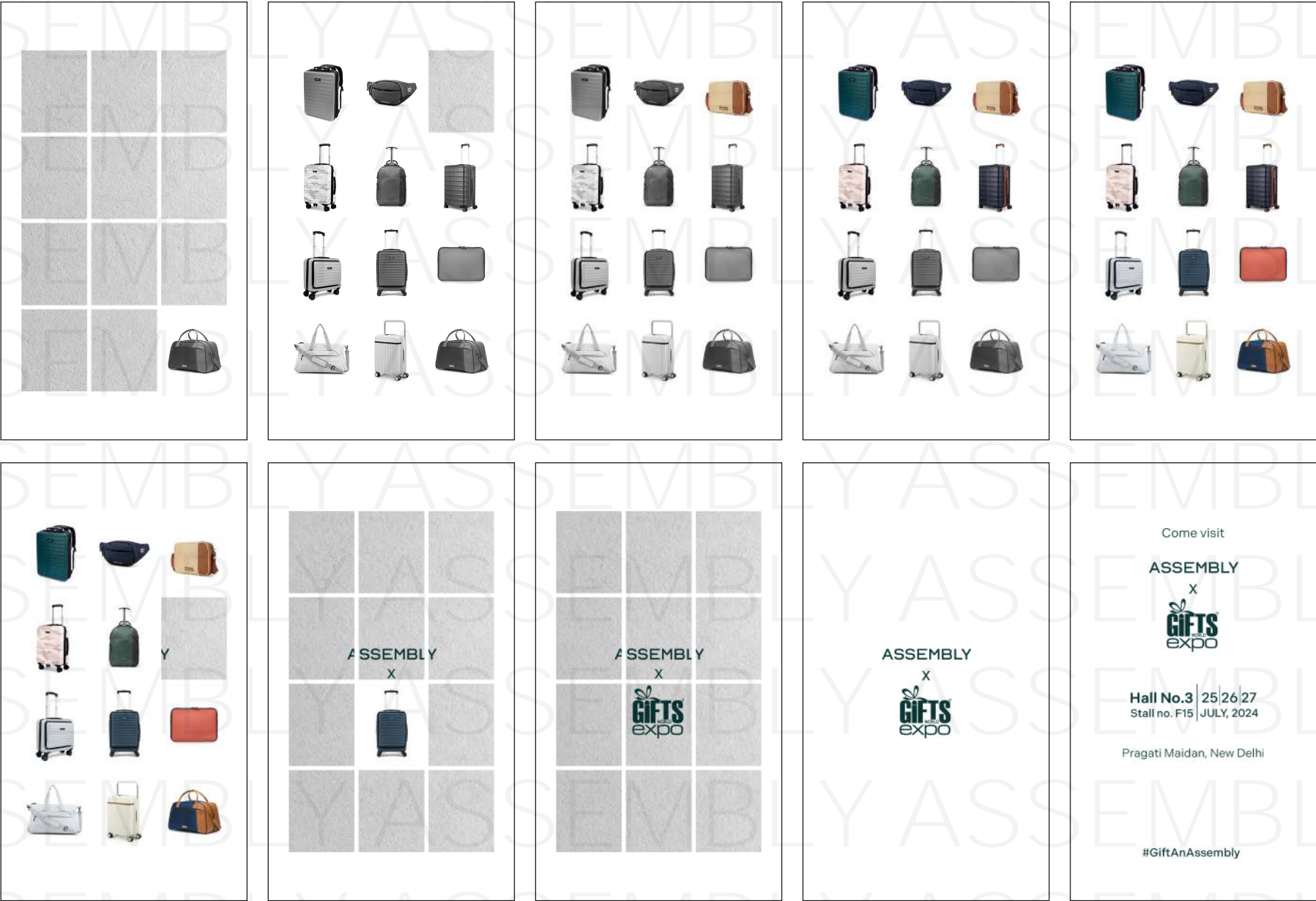
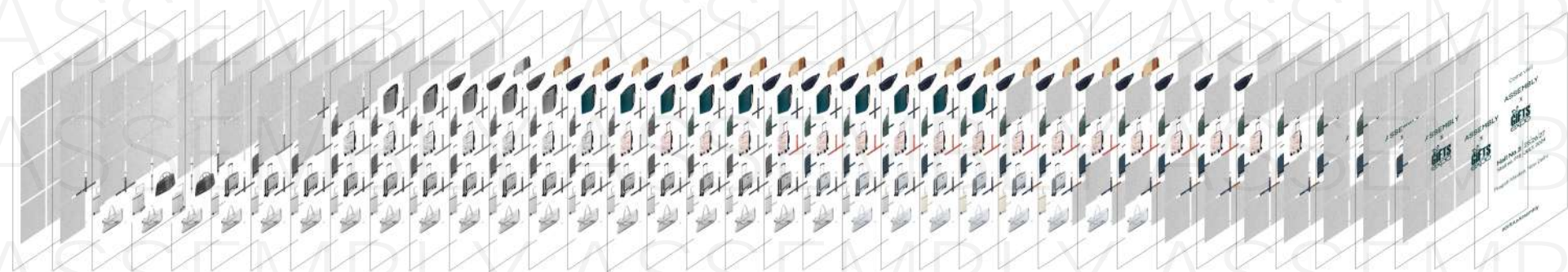


fig. 3.4 Announcement Video Frames



Impact

The Instagram Reel announcing Assembly's presence at the Gift World Expo led to a significant increase in booth traffic, attracting 2,200 visitors to the corporate booth. The engaging Checkers-inspired concept and strategic use of sound effects effectively captured attention, showcasing Assembly's product range and driving impressive footfall.

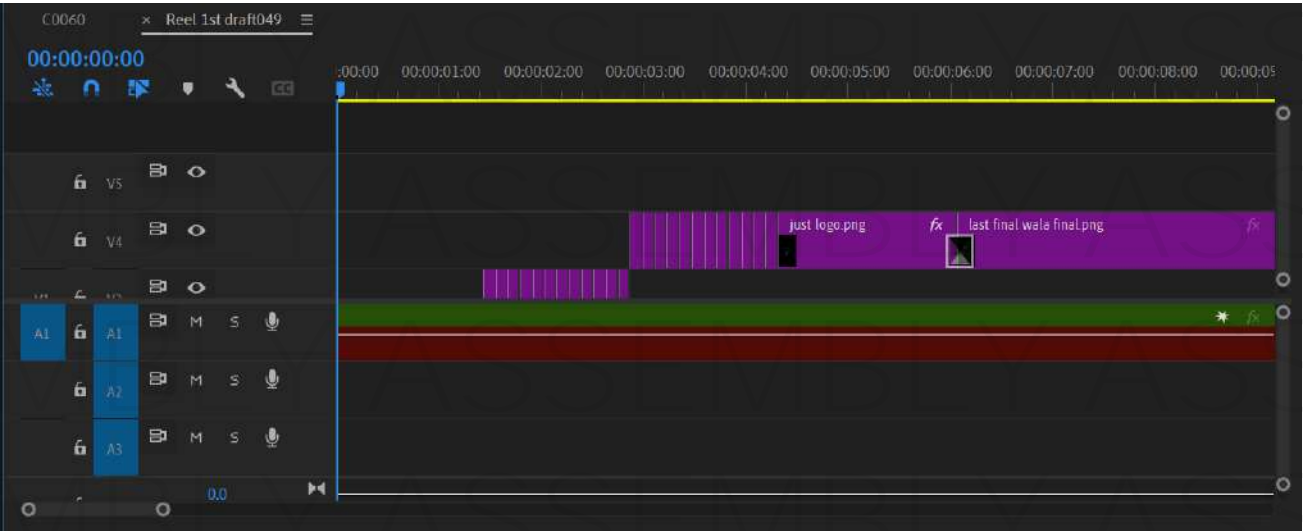
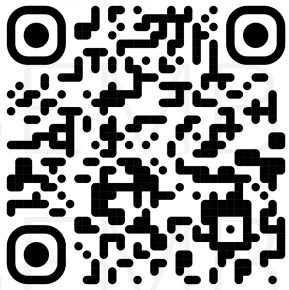


fig. 3.5 Announcement Video Timeline

Ideations

Various colors of the Metromod were showcased, with a specific highlight on the Verve Duffle. The exploration focused on how each color influences mood and suits different occasions. This approach aimed to demonstrate how color choice can enhance both the aesthetic and functional aspects of the Metromod.

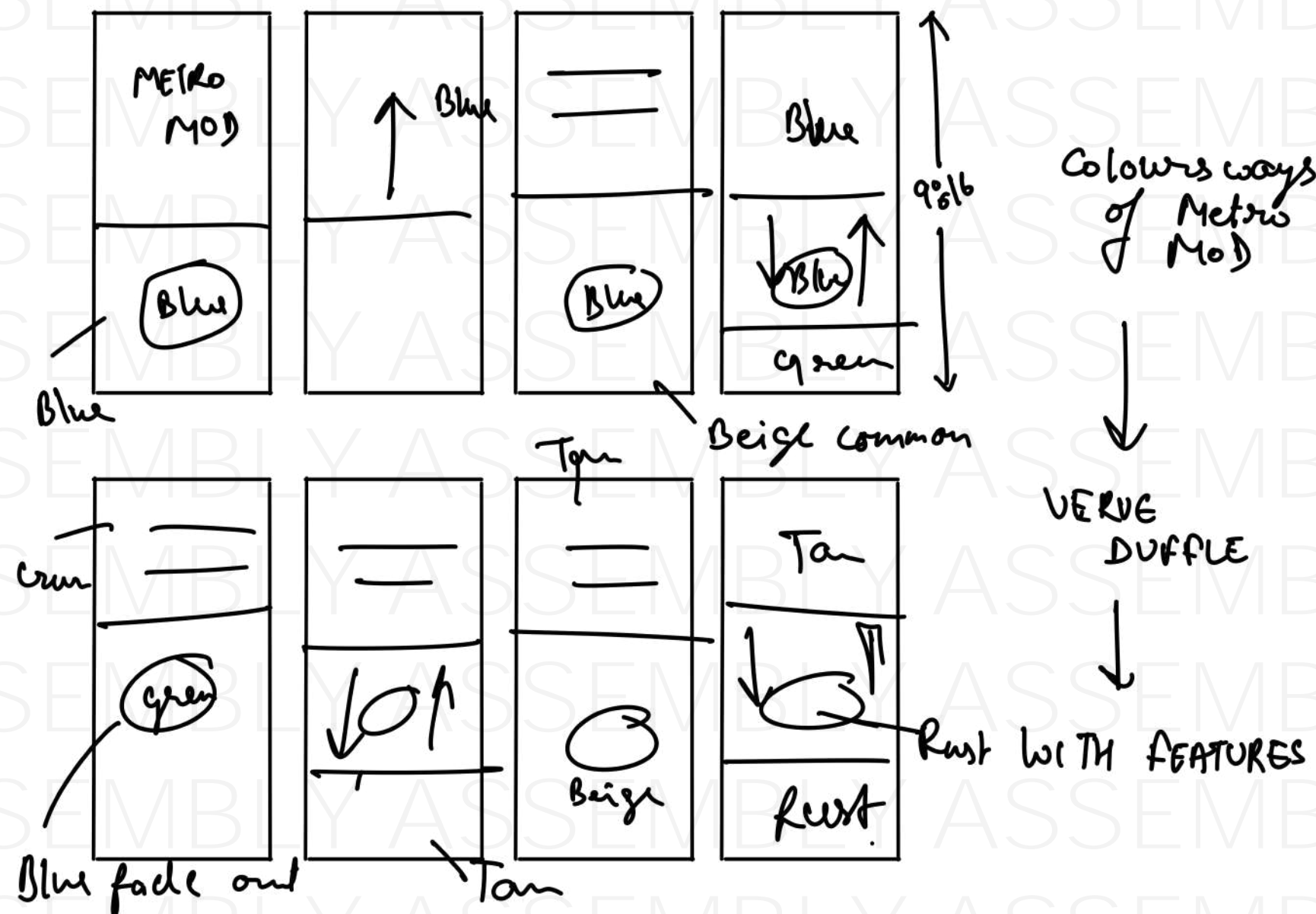
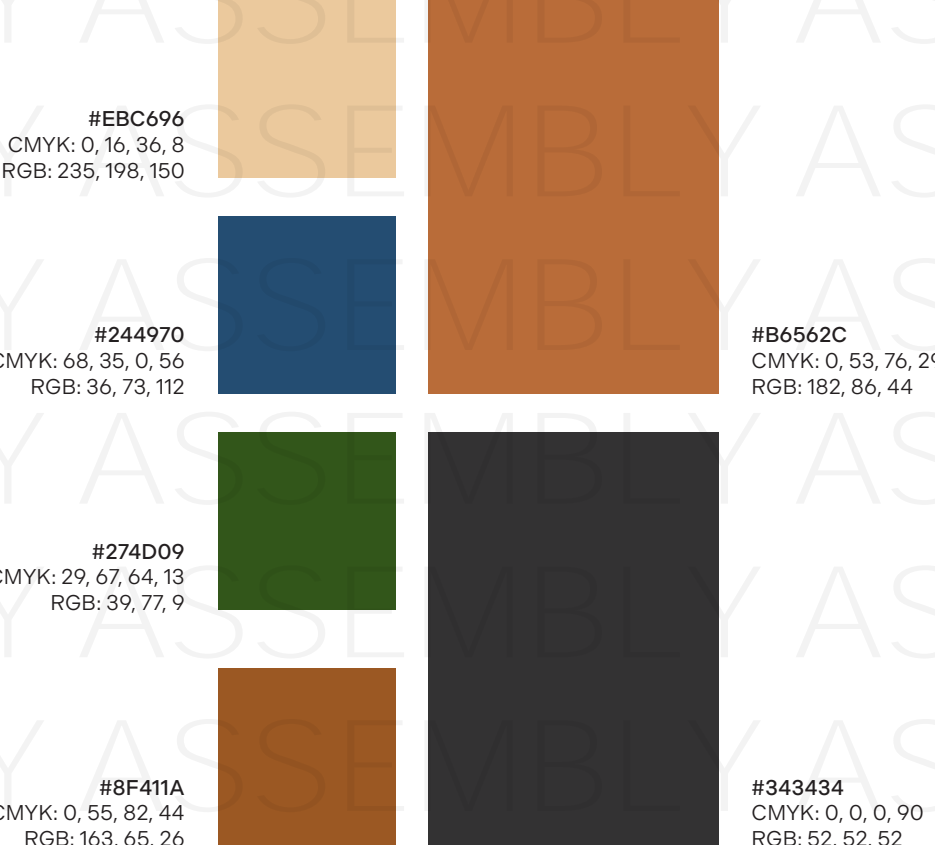


fig. 3.6 Verve Video Ideation

Colours

Specific colors were used to match various stay types and activities. Blue and Tan were chosen for overnight stays, offering a blend of comfort and calm. Green and Black suited staycations, reflecting relaxation and sophistication. Beige and Tan were ideal for weekend getaways, providing versatile style. Rust and Black were selected for café hopping, showcasing trendy looks for social outings.



Final Designs

The Dimension for A+ 1464x600 for Desktop view, Software Used - Photoshop, Image Resolution - 300 DPI.
We create PDPs for the marketplaces of dimension ratio 3000x3000. And, resize it to 1100x600 for the webstore.

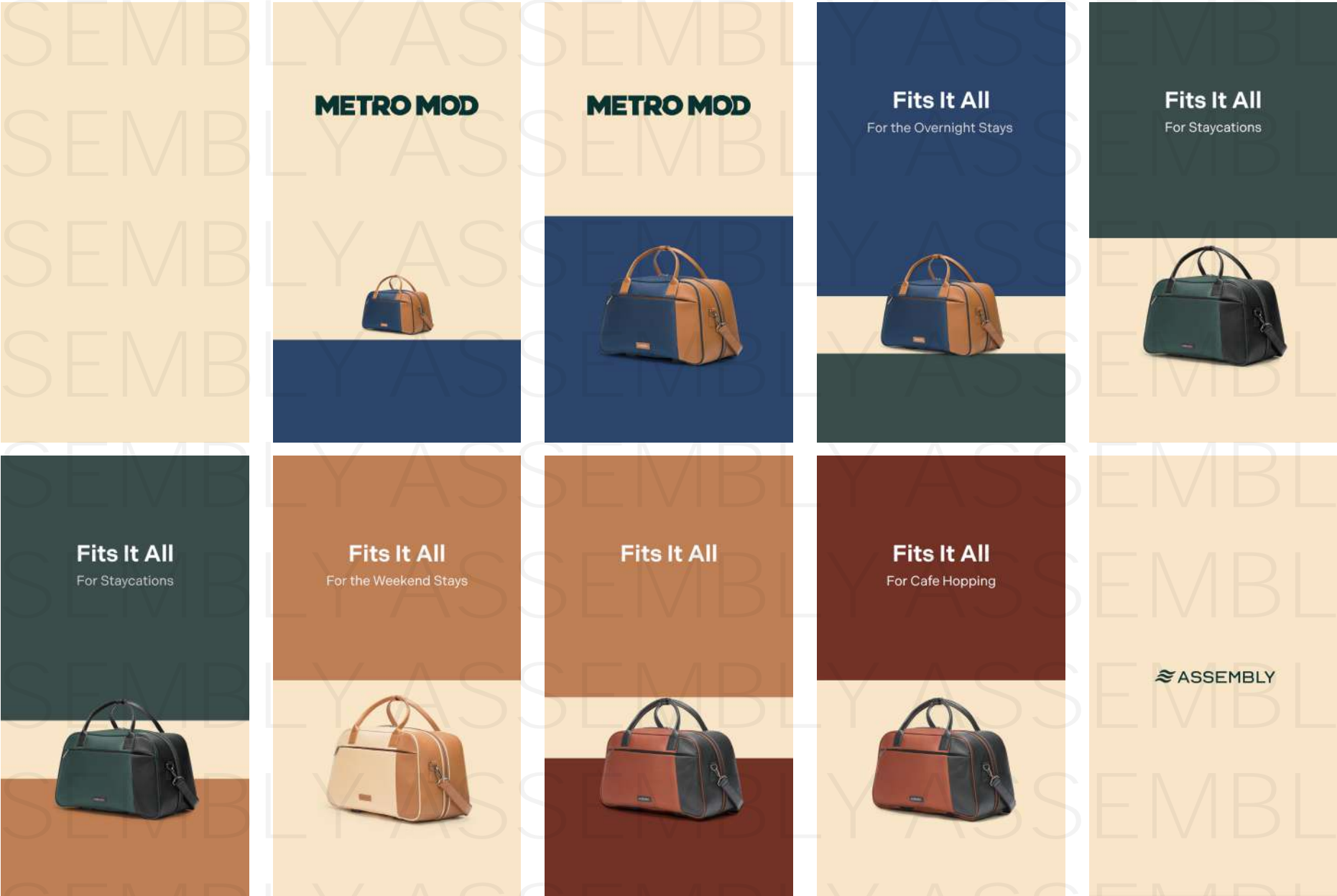


fig. 3.7 Verve Video Frames



Impact

The Instagram Reel promoting the Metro Mod duffle reached 3,250 accounts, with 4,004 total plays. The content effectively engaged viewers, leading to 3,327 initial plays and 677 replays. With 67 interactions - 40 likes, 15 saves, 8 shares, and 4 comments. The Reel performed well and showcased Assembly's products visibility among the followers.

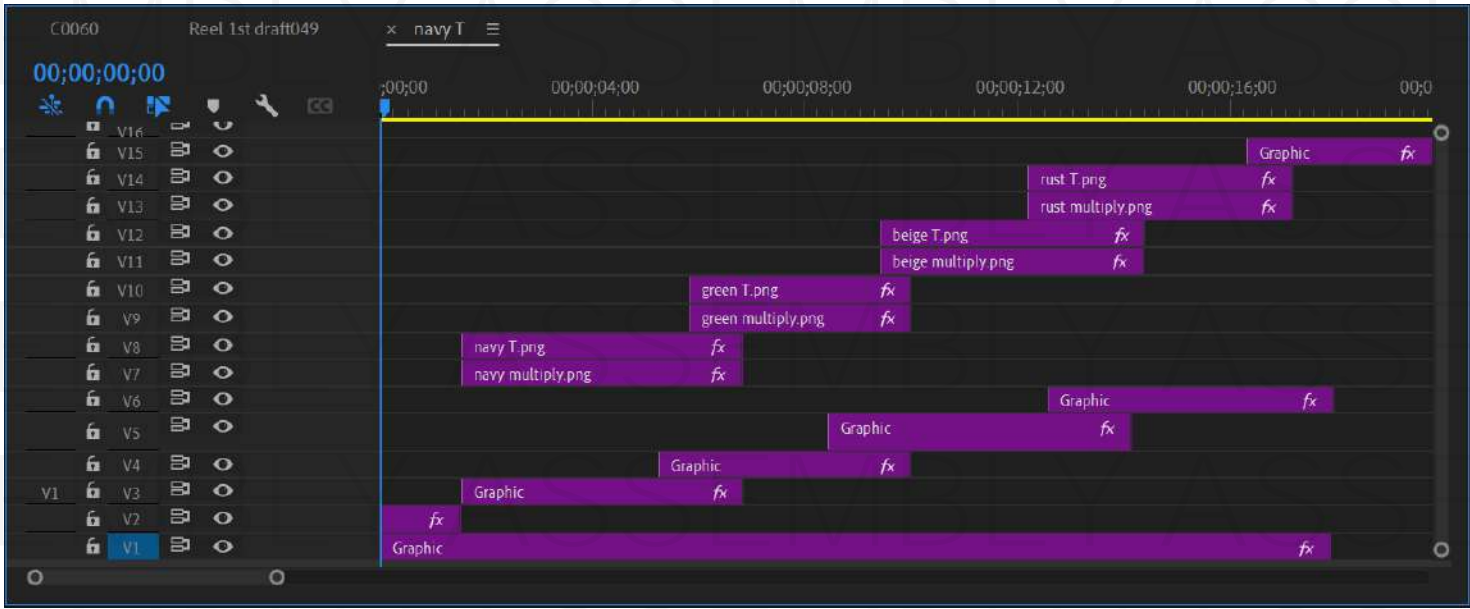


Fig. 3.8 Verve Video Timeline

Ideations

The brand's tonality and visual guidelines established by the creative team were followed to maintain a consistent hierarchy. Several designs were created to explore different layouts, with each concept thoroughly assessed for its effectiveness in connecting with the target audience. This process ensured that the graphics aligned well with the brand's objectives.

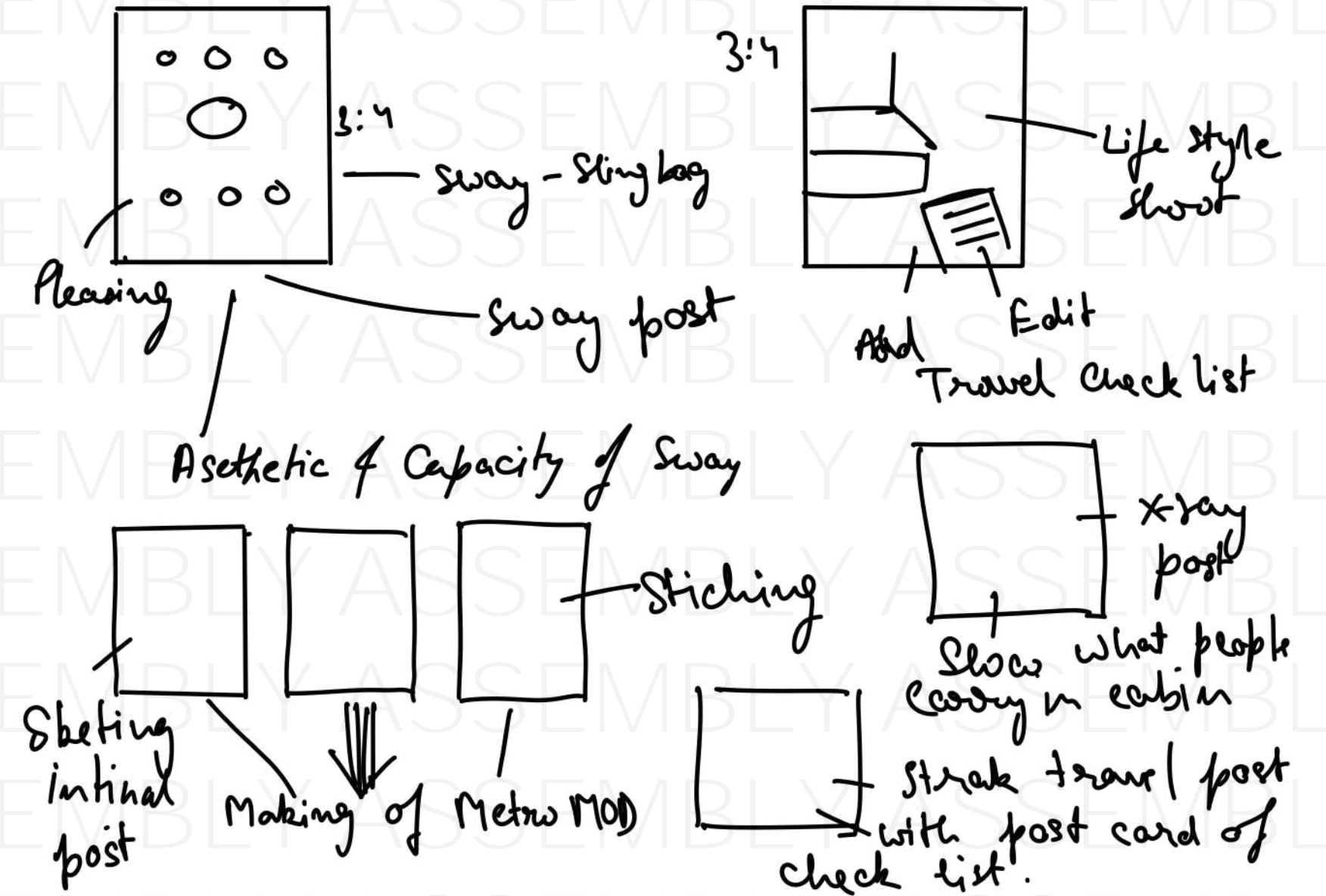


fig. 3.9 Social Post Ideation



Final Designs

The Dimension for post 2000x2000 for 1:1 and 2160x2700 for 3:4, Software Used - Photoshop, Image Resolution - 300 DPI.



fig. 3.10 Sway Post

The image showcases the Assembly Sway bag in a minimalist, lifestyle-oriented setting. Products are carefully arranged to create a visually appealing composition. Soft, neutral tones and natural light enhance the product's aesthetic appeal. The focus is on highlighting the bag's versatility and compatibility with everyday essentials.

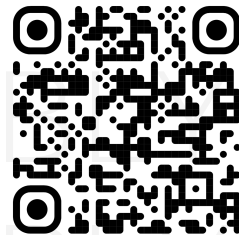
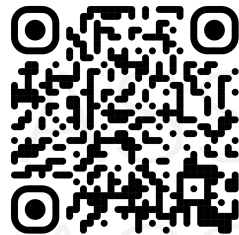


fig. 3.11 Making of Metro Mod Post



fig. 3.12 Travel Checklist Post

The “Making of Metro Mod” series offers a behind-the-scenes look at the bag’s creation. Post 1 focuses on the design process, showcasing sketches and initial concepts. Post 2 delves into the production phase, highlighting material selection and manufacturing techniques. Post 3 concludes with the final product, emphasizing craftsmanship and attention to detail.

The post presents a visually appealing travel checklist featuring essential items for a seamless journey. The image utilizes a clean layout and incorporates the Assembly Sway bag as a stylish travel companion. The focus is on providing practical advice and inspiring wanderlust.



fig. 3.13 X-Ray Post



fig. 3.14 Postcard Post

The X-ray and Postcard post concepts aimed to showcase the travelling side in unique and engaging ways. The X-ray visualization would have offered a distinctive perspective on the luggage interior design and functionality. The postcard concept intended to evoke wanderlust and position Assembly as the ideal travel companion. Unfortunately, both posts were shelved due to a change in the social media plan.

Impact

The impact of the recent posts was substantial. The Metromod carousel, consisting of two posts and one reel, reached a total of 748,840 accounts. The Travel Checklist post engaged 779,712 accounts, and the Sway Launch post also reached 779,712 accounts. These figures highlight the effective reach and engagement of our content, demonstrating the success of our visual strategy in connecting with our audience.

Learning		Limitations	
This study emphasized the need of conducting research to determine the target audience and create the path for effective, customer-driven social media marketing. One major takeaway was the ability to create flexible plans that provide consistent brand messaging across multiple media. Ensuring consistency in all parts of the brand, from messaging to visual design, was critical to developing a cohesive brand identity. The study also demonstrated how understanding audience preferences may increase engagement and profitability by incorporating popular items into integrated social media campaigns, capturing key characteristics of effective branding and advertising on social platforms.		Consistent brand aesthetic was challenging due to varying image quality provided by the agency. Low-resolution or poorly lit images often required extensive editing or replacement, impacting post production time. Additionally, a limited number of high-quality images per product restricted creative options, leading to repetitive content formats. The rapid evolution of social media platforms and algorithm changes demanded constant adaptation, making it difficult to maintain consistent performance and reach.	

Key Takeaways

This project has significantly sharpened skills related to developing engaging and visually appealing social media content. A firm grasp of the nuances of each platform, understanding what works and doesn't work with target audiences, and maintaining brand message consistency has been developed. Great emphasis was placed on the critical role of data-driven insights in optimizing content performance to achieve campaign goals.

Conclusion

By effectively leveraging visual storytelling and understanding platform dynamics, this project successfully enhanced Assembly's social media presence. The created content not only increased brand visibility but also fostered deeper connections with the target audience. This project demonstrates the power of social media in driving engagement and ultimately contributing to business growth.

MISCELLANEOUS
PROJECT 04

APPROACH

Project Brief

Final Designs

Impact

Learning

Limitations

Key Takeaways

Conclusion

Project Brief

In addition to the primary project, various miscellaneous projects were undertaken, contributing significantly to the company’s campaigns. Creatives were designed for static ads, ad carousels, emailers, and Unidays. Designs for Metro Mod shoot deck were also handled, along with assistance provided for lifestyle shoots. These diverse responsibilities allowed for an expansion of the skill set.

Static Ads

For Meta ads, the product lineup is strategically utilized to increase customer interaction and boost engagement. By showcasing diverse offerings, a wider audience is attracted, and key features that resonate with target customers are highlighted. These ads are optimized in three specific sizes—1:1, 3:4, and 9:16—to ensure maximum visibility. This tailored approach enhances connection with the target audience, thereby boosting engagement and brand awareness.

ROVER



Ultra-Wide Trolley

Charge On-The-Go

Keyless TSA Lock

Easy Access Compartment

Silent 360° Spinner Wheels

Available in: CabinPro, Cabin, Medium and Large Sizes

Also available in:

fig. 4.1 Static Ads

ODYSSEY
An Ode To Leisurely Journeys.



Lightweight German Polycarbonate

Sturdy Extendable Trolley

Elegantly Designed

Silent 360° Spinner Wheels

Available in: Cabin, Medium and Large Sizes

Also available in:

Introducing
The Seamless Combo



Supports Laptops Upto 15.6"

Easy Trolley To Backpack Switch

Easy Access Pocket

Flat-Lay Opening

Packs Like A Cabin

Complete Tech Organisation

Also available in:

Introducing
City Explorer Combo



Easy Access Pocket

Packs Like A Cabin

Flat-Lay Opening

Complete Tech Organisation

Also available in:

fig. 4.1 Static Ads

Introducing
Backpacker Combo



Supports Laptops Upto 15.6"

Easy Trolley To Backpack Switch

Easy Access Pocket

Complete Tech Organisation

Also available in:

ASSEMBLY
x
amazon.in

Home can be wherever you're going next.



Impact

The impact of the Meta Ads was significant, with impressive purchase conversion values: Rover Ad achieved 210,584, Seamless Combo reached 23,824, Odyssey Ad hit 13,886, City Explorer Combo generated 14,091, Backpackers Combo acquired 73,725, and Jim X Assembly led with 543,713.

Ad Carousel

In Meta ads, the City Explorer Combo and Backpackers Combo were emphasized to enhance customer interaction and engagement. By showcasing these products, a broader audience was reached, and features appealing to target customers were highlighted. The ads were optimized in 1:1, 3:4, and 9:16 sizes for maximum visibility. This targeted approach helped connect more effectively with the audience.



fig. 4.2 Ad Carousel- City Explorer Combo



fig. 4.3 Ad Carousel- Backpackers Combo

Impact

The ad carousel achieved a purchase conversion value of 14,091, demonstrating its effectiveness in increasing customer engagement and sales. The high conversion value indicates successful ad engagement and a positive response from the target audience.

Emailers

The emailers focused on high AOV and travel-centric content to attract customers. To ensure quick loading and maintain consumer attention, the file size was kept under 1 MB. This approach aimed to deliver engaging content efficiently without causing delays that might lose the recipient's interest.



They're here to take you on a trip, whether it's an undiscovered hill station, a weekend by the beach or exploring a new city. Pick a travel companion and start your journey.

Shop Now

Classics
Reimagined



Shop Stark



Practicality
Perfected



Shop Rover

Effortless
Journeys



Shop Odyssey

Sets Means More Travel



Explore travel sets to pack more for the long days away from home with essentials to make you feel you're just nearby.

Shop Travel Sets

fig. 4.4 Emaller



fig. 4.5 Emaller- GIF

Impact

The emailers achieved a 40% open rate and generated revenue of 15,362. The high open rate indicates strong customer interest, while the revenue reflects effective engagement.

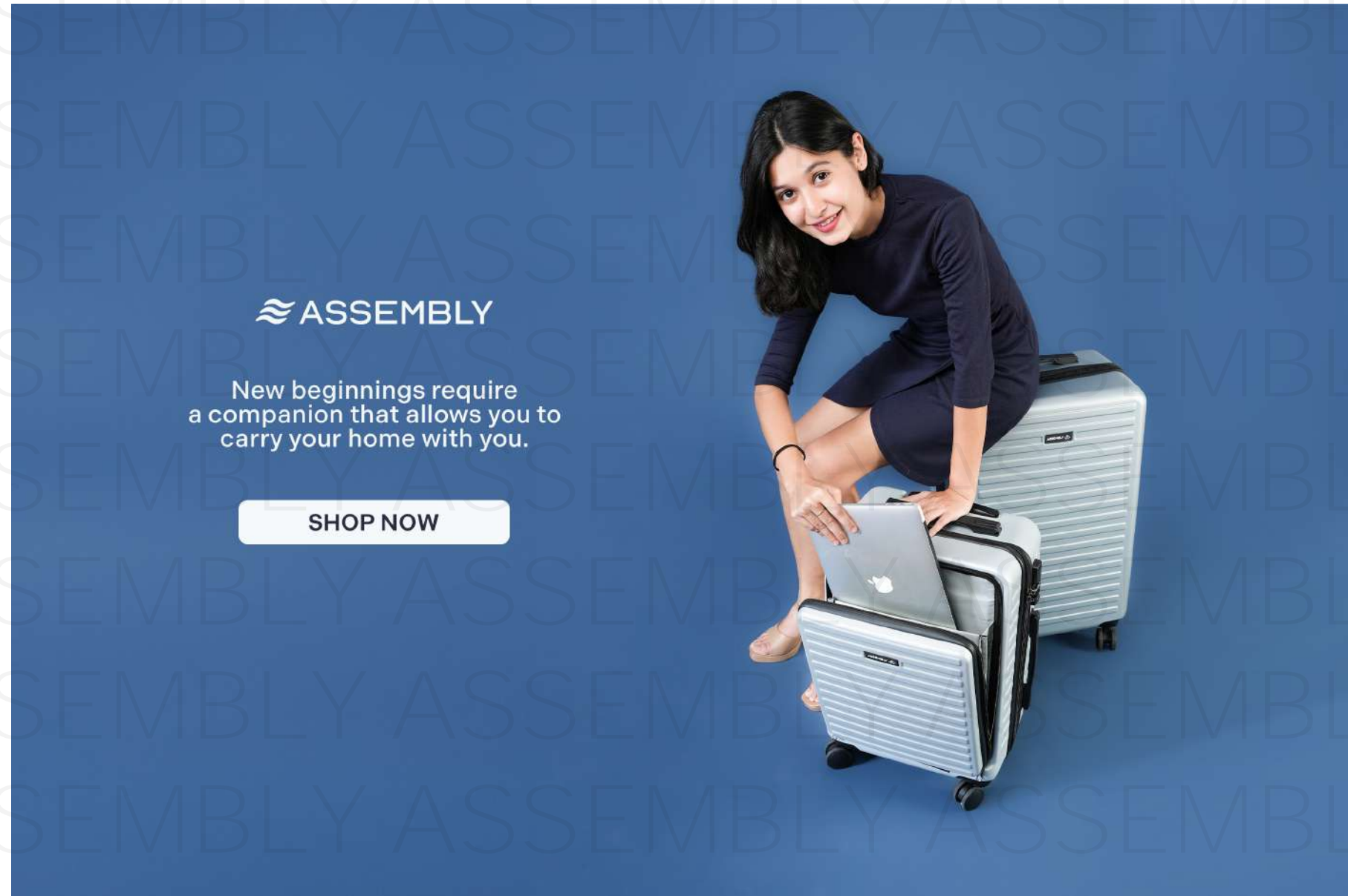
Unidays

UNiDAYS is a free app offering students and graduates exclusive discounts and benefits from over 800 brands, covering fashion, technology, beauty, food, travel, and more. The Unidays campaign used student-centric banners and emailers to engage students, featuring products chosen to meet their needs and preferences. This targeted approach aimed to capture student interest and drive engagement through relevant, tailored promotions.



Embarking On
New Avenues.

fig. 4.6 Unidays Banner



 **ASSEMBLY**

New beginnings require
a companion that allows you to
carry your home with you.

SHOP NOW

fig. 4.7 Unidays Emailer

Impact

UNiDAYS effectively drove students to explore the website and make purchases, focusing on student-centric products like Edge and Stark Pro. This resulted in increased engagement and sales from the targeted student audience, demonstrating its success in aligning with student needs and interests.

Lifestyle Shoot

Assistance was provided during a three-day lifestyle shoot for the new Stark and Two Tone collection, as part of the brand's revamp. The shoot was essential for creating updated lifestyle images, replacing those that featured an old logo and outdated elements. Involvement in the shoot ensured that the new visuals accurately reflected the brand's refreshed identity.



img. 6.1 Stark Lifestyle Shoot



Impact

The three-day lifestyle shoot profoundly enhanced skills, offering practical insights into visual storytelling, composition, and lighting. Hands-on experience was gained, refining technical abilities and creative approach, which significantly elevated expertise in capturing and conveying compelling lifestyle imagery.

Metro Mod Shoot

This project enhanced the ability to create engaging social media content. A deep understanding of platform dynamics, target audiences, and brand messaging was gained. Data-driven insights were crucial in optimizing content performance and achieving campaign goals. Additionally, various design projects were successfully handled, including static ads, ad carousels, emailers, Unidays, Metro Mod Deck, and lifestyle shoots, further expanding the skill set.

METRO MOD



A presentation by Rounit Arya

Reflecting Journey

NEXT →

Travel bags serve as mirrors, reflecting the traveler's journey and experiences. The type of bag a person carries in daily life symbolizes their dynamic self, much way a mirror can portray a person's changes over time. It is an ode to the locations traveled, and the experiences gathered similar to how a mirror might reflect a person's can show the journey and its reflection in a person over time.

NEXT →

fig. 4.8 Metro Mod Deck

fig. 4.8 Metro Mod Deck



fig. 4.8 Metro Mod Deck



fig. 4.8 Metro Mod Deck

Impact

The Metro Mod photoshoot, scheduled for next month, aims to create a cohesive visual identity for the entire collection. By maintaining consistent styling, color palettes, and lighting across all images, the shoot will reinforce the brand’s aesthetic and strengthen the Metro Mod collection’s overall appeal. This unified visual language will contribute to a stronger brand identity and enhance the customer experience.

Learning

The ability to create engaging social media content was enhanced through this project. A deep understanding of platform dynamics, target audiences, and brand messaging was acquired. Content performance was optimized, and campaign goals were achieved through the use of data-driven insights. Additionally, various design projects, including static ads, ad carousels, emailers, Unidays, Metro mod Deck, and lifestyle shoots, were successfully managed, further expanding their skill set.

Key Takeaways

This project has significantly enhanced the ability to create compelling and aesthetically pleasing content. A thorough understanding of the complexities of each platform, including what works and doesn't work with target consumers, and maintaining brand message consistency has been developed. A strong focus was placed on the importance of data-driven insights in optimizing content performance to achieve campaign goals.

Conclusion

This experience has significantly expanded the design skill set and capabilities. By successfully handling a variety of projects, including static ads, ad carousels, emailers, Unidays, WhatsApp broadcasts, and lifestyle shoots, versatility and the ability to contribute effectively to diverse marketing campaigns have been demonstrated. This diverse experience has equipped the necessary skills to excel in a dynamic and demanding design role.

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